



FOR IMMEDIATE RELEASE

March 8, 2010

## **CITY OF SAN DIEGO FACT SHEET**

### **CHAIRMAN OF NATIONAL ENDOWMENT FOR THE ARTS TO VISIT SAN DIEGO**

*Visit Will Be First California Stop on the "Art Works" Tour Across America*

Rocco Landesman, chairman of the National Endowment for the Arts (NEA), will make San Diego the first California stop in his national tour promoting the NEA's "Art Works" initiative. Landesman, a former Broadway theater producer, became chairman of the NEA in August 2009. In January, Landesman kicked off a nationwide "Art Works" tour of major American cities to promote the role of art in creating vibrant communities and spurring economic development. He is currently traveling the country - learning and highlighting the ways that art works in neighborhoods and towns across America.

Mr. Landesman's March 13 visit will come five weeks after Mayor Jerry Sanders met with NEA officials to talk about San Diego's thriving arts community. Among other things, the mayor discussed ways that NEA might partner with San Diego to help the city celebrate its centennial in 2015.

"Our vibrant and creative arts and culture community encourages innovation, participation and creativity. Some of the most talented and creative artists in the country call San Diego home," said Colette Carson Royston, chair of the Commission. "We're thrilled that we can showcase San Diego to the NEA and to the rest of the country."

Chairman Landesman's visit will include a public forum with artists and arts advocates at La Jolla Playhouse as well as tours of places that showcase San Diego as an innovative city where "Art Works." The wide ranging tour will include stops at Balboa Park, NTC Promenade, MCASD Downtown and various visual and performing arts highlights throughout San Diego. In different ways, these destinations are examples of how the arts can transform, inspire and

stimulate growth and economic development in a community. While a producer, Landesman was involved in several San Diego-based productions.

**MEDIA ACCESS:** The chairman's public schedule will be posted in the Newsroom on the NEA web site at [www.arts.gov](http://www.arts.gov). Media are also invited to attend and cover the Art Works forum scheduled for **March 13, 2 pm**, La Jolla Playhouse.

### **About "Art Works"**

Chairman Landesman has summarized the guiding principle that will inform his work at the agency in two words - "art works" - which Chairman Landesman means in three ways:

1. "Art works" is a noun. They are the books, crafts, dances, designs, drawings, films, installations, music, musicals, paintings, plays, performances, poetry, textiles, and sculptures that are the creation of artists.
2. "Art works" is a verb. Art works on and within people to change and inspire them; it addresses the need people have to create, to imagine, to aspire to something more.
3. "Art works" is a declarative sentence: arts jobs are real jobs that are part of the real economy. Art workers pay taxes, and art contributes to economic growth, neighborhood revitalization, and the livability of American towns and cities.

### **About the National Endowment for the Arts**

The National Endowment for the Arts is a public agency dedicated to supporting excellence in the arts, both new and established; bringing the arts to all Americans; and providing leadership in arts education. Established by Congress in 1965 as an independent agency of the federal government, the Arts Endowment is the largest annual national funder of the arts, bringing great art to all 50 states, including rural areas, inner cities, and military bases. Please visit [www.nea.gov](http://www.nea.gov)

### **[About the City of San Diego Commission for Arts and Culture](#)**

The mission of the City of San Diego Commission for Arts and Culture is to vitalize the City by supporting the region's cultural assets, integrating arts and culture into community life and showcasing San Diego as an international tourist destination. The Commission for Arts and Culture also supports non-profit organizations, neighborhood arts programs, festivals, public art, cultural tourism and innovative programming which all contribute to the quality of life, the economy and the vibrancy of San Diego. Please visit [www.sandiego.gov/arts-culture/](http://www.sandiego.gov/arts-culture/)

Toni Robin, [trobin@sandiego.gov](mailto:trobin@sandiego.gov), 858.483.3918  
Victoria Hutter, [hutterv@arts.gov](mailto:hutterv@arts.gov), 202.682.5692

###